

**QUARTER DESIGN COMMITTEE/ADMINISTRATIVE  
SUBCOMMITTEE REPORT  
JUNE, 2003**

**Present:** John Gale, Tom Bassett, and AA Sharon Hambek

**Date:** June 19,2003

**Report:**

**Possibilities for Kickoff:**

- 1. Capital Rotunda press conference with Committee members present and some good props of Nebraska icons; maybe a powerpoint presentation; invite the sponsoring agencies that made appointments; invite the nonprofits that have an interest in Nebraska history; have good packages of handouts for the media.**
- 2. Traveling caravan: hire a charter bus and take as many of the Committee members who can go, and maybe representatives of the sponsoring agencies, together with good educational props and handouts and travel around the state; we could do local press conferences, speak to schools, have a local rally.**
- 3. Regional kickoffs: find appropriate sites in several different districts of the State (ie, divide the state into 10 or 12 areas, and use local colleges, or local state or federal parks or places of significance), and work with local groups to sponsor local kickoff with schools there and chambers and service clubs; have a member or members of the Committee there to represent the Quarter Committee.**

**Possible Ways to Get Broad Coverage of Kickoff:**

- 1. Make contact with appropriate statewide magazines or newsletters, and seek to have articles included about the Nebraska quarter design process with some appropriate photos and some of the most prominent icons of the State: Nebraskaland Magazine; Nebraska Life; AAA "Far and Away"; NSEA Newsletter; UNL Foundation newsletter, etc. Seek September issue for story.**

2. Ask media groups to be partners in sponsoring the statewide effort to engage the public: ie, Nebraska Broadcasters, Nebraska Press Association, NETV/NPR. See if they want to do any specials for their members on the Kickoff and the project.
3. Try to find an advertising agency or association that might be willing to help us develop a theme or a marketing plan for engaging the schools and public in our project. Maybe they would design lapel pins, or hats, or t-shirts with logos to promote a State Quarter Design.

#### **Funding:**

1. Gale asked the NebraskaLAND Foundation if they would work with the Nebraska Quarter Design Committee, and help to fund the costs of the Committee over three years, with a cap per year, and per total project. Probably something like \$5,000 would handle it for materials, postage, gas mileage for members, rental of bus or van for Kickoff, and some travel expenses for some members (Jodi in Boston). They will review this in more detail in September; they are interested, but need more information from us.
2. We could seek corporate sponsors for the Launch in March, 2006, and begin gathering various levels of funding, with all of the sponsoring organizations listed on the Launch program, and given recognition in other ways as well; we could ask NebraskaLAND Foundation to allow contributions to be made to it, so corporate donors could get tax deductions for their gifts.
3. Secretary of State Office will contribute staff support, and internal expenses for phones, fax lines, emailing, office space, and regular mailing, and meeting rooms in Capitol.

#### **Major Decision to be Made:**

1. Will the public get to vote on the final design choice to be made by the Governor? How approach this with Governor?

### **Deadlines for Kickoff:**

- 1. For any magazine and newsletter articles for September, the articles and photos will need to be produced in July and submitted for comment and editing; so a deadline of July 15 or so.**
- 2. SOS Office can get labels for all Fourth Grade Teachers in public and private schools in Nebraska; fourth graders study Nebraska history, so the project would tie in well with that study; we would not be sending voluminous curriculum, but rather three or four sheets, ie, cover letter, design form, press release or two; the mailing will be about 1800 letters; Subcommittee suggests sending them out around middle of September, so teachers and students are settled in, and regular classwork has begun; maybe send out the day of the Kickoff; part of the announcement; maybe have some teachers at Kickoff.**
- 3. For Kickoff in early September, 2003, we would need to have accomplished the following:**
  - a. have props built to put around the press conference, and to take on the bus tour (if we do it); good photo background, and educational .\**
  - b. have all articles submitted and ready to be published**
  - c. have letters for schools all ready to be mailed**
  - d. have press remarks, introductions, and handouts ready for the conference**
  - e. have figured out the promotion for business sponsors for the launch**
  - f. keep working on the website as a means of informing public of their options if they want to submit, or if they just want to know what is going on**